



Recognizing, Understanding, and Appreciating Differences

Report On
Martin Luther King, Jr.
Street Naming Forums

July 21, 2006
to

ECU Chancellor's Community Advisory Council
and

MLK Street Naming Ad Hoc Committee

Submitted by

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With Appreciation to Melissa Hasty Taylor, Joe Eagle and Ruth Chaparro, City of Salisbury,
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Table of Contents

| | |
|--|----|
| 1. Executive Summary | 3 |
| 2. MLK Naming Background and History..... | 5 |
| a. Pitt County SCLC and MLK Naming | |
| b. ECU Chancellor's Community Advisory Council (CCAC) | |
| c. ECU Chancellor's Ad Hoc Committee on MLK Street Naming (Ad Hoc Committee) | |
| 3. Ad Hoc Committee on MLK Street Naming – Community Forums..... | 8 |
| 4. Forum Outcomes | 10 |
| I. Feb. 27 2006 Forum | |
| II. March 27 2006 Forum | |
| III. MLK Street Renaming Criteria | |
| IV. Street Renaming Options | |
| V. Three Preferred Renaming Options Emerged from May 15, 2006 Forum | |
| a. All of 5th St. (Denoting "Formerly Historic 5 th St") | |
| b. 10 th St. Corridor including proposed connector | |
| c. US 264 Loop (Existing and Proposed) | |
| VI. Response of Chancellor's Community Advisory Council | |
| VII. Ad Hoc Committee Transmits Three Preferred Options to City Council with Summary of Pros and Cons along with Full Report | |
| VIII. Positive Impact of the Community Forums and MLK Ad Hoc Committee Process | |
| IX. Issues/Concerns Surfaced in Forums | |
| 5. Postal Service- Address Change Process for Street Renaming..... | 15 |
| 6. Next Steps..... | 16 |
| 7. VISIONS' Options for Consideration..... | 16 |

| | |
|---|-----------|
| 8. Attachments..... | 20 |
| 1. Chancellor's Community Advisory Council Roster..... | 20 |
| 2. MLK Ad Hoc Committee Roster..... | 21 |
| 3. CCAC Process on MLK Street Naming..... | 24 |
| 4. Agenda – February 27, 2006 Forum – Willis Building..... | 26 |
| 5. Agenda – March 27, 2006 Forum – Eppes Community Center..... | 27 |
| 6. Agenda – May 15, 2006 Forum – Brody Auditorium..... | 28 |
| 7. Sign-in Sheets – Feb. 27 Forum..... | 29 |
| 8. Sign-in Sheets – Mar. 27 Forum..... | 33 |
| 9. Sign-in Sheet – May 15 Forum..... | 36 |
| 10. Historical Document Packet and Chronology..... | 37 |
| 11. Dr. Alderman's Chart on Analysis of Strategies Used by Communities in Resolving MLK St-naming Issues..... | 106 |
| 12. February 27, 2006 Forum – Flip Chart Notes – Thoughts/Feelings of Participants on MLK Naming Issue..... | 109 |
| 13. March 27, 2006 Forum – Flip Chart Notes – Pros and Cons on various renaming options..... | 113 |
| 14. City Map of Street Renaming Options Determined by MLK AdHoc Committee from forums..... | 120 |
| 15. City of Greenville Process for Street Name Change to Honor an Individual..... | 121 |
| 16. NC Dept. of Transportation Road Naming Procedures..... | 122 |
| 17. Letters to Ad Hoc Committee from MLK Blvd. Memorial Committee, Fifth St. MLK Completion Committee and email to the Ad Hoc Committee from Chris Mansfield for consideration at, and in regards to, the May 15, 2006 Forum..... | 124 |
| 18. News Articles..... | 129 |
| 19. Chapel Hill Website: Airport Road will be renamed Martin Luther King Jr. Blvd - - The Renaming; Frequently Asked Questions; Address Change Checklist, The Celebration..... | 138 |
| 20. Information on VISIONS Inc. and Consultants..... | 146 |

Executive Summary and Key Facts At A Glance
Report on Martin Luther King Jr. Street Naming Forums
to the

Chancellor's Community Advisory Council and Ad Hoc Committee on MLK Street Naming

For over 17 years, African Americans in Greenville, particularly the leaders of the NAACP and the state and local chapters of the Southern Christian Leadership Council (SCLC), have been trying to rename a major thoroughfare for Martin Luther King Jr. In 1998, after five renaming efforts, the SCLC and other African American community leaders settled for the renaming of Fifth St. from Memorial Drive to Evans St. This result appeared to be attainable because the renamed area was predominantly African American., and the historical documents reference significant opposition in the White community to the renaming, especially West of Memorial Drive. (See Historical Packet/Chronology from City Clerk – Attachment 10/p.37)

Since the partial renaming of Fifth St in 1998, there have been five additional renaming efforts: one request to the City Council to rename all of Fifth St. in 2001, one letter in 2005 expressing the intent to request a renaming of all of Fifth St. at some time in the future, two requests to rename West Fifth St -- from Memorial Drive to the NC 43 Interchange in 2001 & 2004, and one request to rename the US 264 Northwest and Southwest loops (2002) for King. In January 2006, at the time of the annual Community Unity Breakfast sponsored by the Greenville/Pitt Co. Chamber of Commerce, the SCLC and others protested the city's failure to rename all of Fifth St. for Dr. King. In response to those developments, Chancellor Steve Ballard recommended to the Chancellor's Community Advisory Council (CCAC) that they create an Ad Hoc Committee on MLK Street Naming to implement an open forum for discussing and identifying the ideas of citizens on the issue. The Ad Hoc Committee created a process for discussing the issues associated with the MLK street naming process and is providing this report to summarize the output from its public forum process.

The Ad Hoc Committee, with the assistance of the university, contracted with VISIONS Inc. to facilitate a series of three community forums. At the third forum, participants explored twelve renaming options. (See p. 4 & 5 of this Executive Summary and pages 12-16 and Attachment 14/p.122- Map of Street Naming Options from the Full Report). ***A preference for three particular options seemed to rise to the top at the last forum: (1) Renaming all of Fifth St. from B's Barbeque Road to 10th St., as Martin Luther King Jr. Drive with additional signage denoting – "Formerly Historic Fifth St." (2) Renaming 10th St. from Stantonsburg Road to the eastern city limits including the new proposed connector; and (3) Renaming 264 Bypass and the Proposed SW Bypass as Martin Luther King Jr. Expressway.***

Action: The Ad Hoc Committee on MLK Street Naming provides this report of its work to Council Member Rose Glover, Ad Hoc Committee Co-chair, and City Manager Wayne Bowers, Ad Hoc Committee member, for submission to the Greenville City Council for possible consideration.

For more information and a copy of the full committee report by VISIONS Inc., contact the Co-chairs: Don Ensley – ECU Asst. Vice Chancellor for Community Engagement – 252-737-1344; EnsleyD@ecu.edu or Rose Glover, Greenville City Council, 252-752-0838; RGlover50@cox.net.

******See Next Page for "Additional Key Facts at a Glance"******

Additional Key Facts At A Glance:

1. According to ECU expert on MLK Street Naming, Dr. Derek Alderman: "Over 730 streets have been named for King in 39 states and DC. North Carolina has at least 36 MLK streets, the seventh largest number in the country." (See Attachment 11/p.108).
2. The SCLC and NAACP have been instrumental in keeping the renaming effort alive and in continuing the dialogue in the community and with the city leaders. (See Attachment 10) Since 1989, the City Council has considered 8 different requests for renaming with three requests being duplicated at subsequent times. (See Attachment 10/p.37)
3. The Ad Hoc Committee for MLK Street Naming consists of 14 members, a mixture of CCAC representatives, ECU faculty and staff members, and community leaders from the NAACP, SCLC, City, County Commissioners, Utilities, 5th St. neighborhood and business community. (See Attachment 1/p.20)
4. The Ad Hoc Committee hosted three forums: The forum on February 27, 2006 was attended by approximately 65 persons, on March 27th, approximately 75 persons attended and on May 15th, approximately 25 persons attended. (Attachments 4-9/p.26-36 – rosters, agendas, notes)
5. The Ad Hoc Committee identified and synthesized the following criteria that citizens seemed to be considering for the MLK street naming from the forum discussions: (1) Visible thoroughfare ; (2) Minimal impact on address changes; (3) Whole Street; (4) Diverse area; (5) Not prior naming for individual; (6) Aesthetics suitable for the recognition; (7) Expedient & practical in terms of timing and managing stakeholder issues
6. As a result of the output from the forums, at least 12 renaming options were explored: (1) All of 5th St.; (2) 14th St.; (3) 10th Street (4) Greenville Boulevard (5) 264 Bypass (6) Proposed Greenville SW Bypass (7) Memorial Drive (8) Dickinson Avenue (9) N. Greene Street (10) Hooker Road (11) Arlington Boulevard (12) Farmville Boulevard
7. The City Council has complete authority over the renaming of the city-owned portions of any street. The city will receive petitions to rename a street to honor an individual from any of four sources: 1) the council, 2) any city department, 3) the Planning and Zoning Commission or 4) the owners of 60% or more of the lots on a street. For the renaming of the state-owned portions of a roadway, the City Council would need to adopt a resolution, get the support of the local Board of Transportation appointee and request the State Board of Transportation (NCBOT) to rename the state-owned portion of the street. To rename any portion of a state-owned street or highway that is outside the city limits, the county commissioners would have to request the renaming of that street or road and also get NCBOT approval. (Attachments 15-16/p.123-4)
8. The Full Report includes 20 attachments, e.g. committee rosters, forum agendas, flip chart notes and sign-in sheets, historical document packet and chronology, Info from Dr. Alderman on the history of/strategy for MLK street renaming in other communities, Town of Chapel Hill website info on its renaming and address change process and info on VISIONS Inc.

Full Report on Martin Luther King Jr. Street Naming Forums
to
Chancellor's Community Advisory Council and Ad Hoc Committee on MLK Street Naming

VISIONS Inc., a non-profit educational organizational that specializes in organizational and community development from a diversity and multicultural perspective, is pleased to present the report from the community dialogue process on MLK Street Naming that ECU set up through the leadership of the Chancellor's Community Advisory Council, the Ad Hoc Committee on MLK Street Naming and its community partners, SCLC, NAACP, City of Greenville and others with the staff support of several offices at ECU. (See Attachment 20/p.148 for more Information about VISIONS Inc.)

Background

Pitt County SCLC and MLK Naming

For over 17 years, African-Americans in Greenville have been attempting to rename a major thoroughfare for Martin Luther King Jr. During this time frame, the City Council has considered 8 different requests with three of the requests being duplicated at subsequent times(*) with one of those duplications being a May 2005 "notice of intent" to request, in the future, the renaming of all of 5th St:

1. Renaming Memorial Drive (1989)
2. Renaming Greenville Blvd. (1989)
3. Renaming West Fifth St. from Evans St to city limits (Pitt Memorial Hospital Emergency Entrance) (1990 – Defeated by Subcommittee appointed by Planning and Zoning Commission due, in part, to opposition to renaming only part of 5th St as well as opposition to the renaming by the West Fifth St. owners.)
4. Northwest Loop – US 264 Bypass (1994, 1997*) (No Action)
5. Fifth St. from Memorial Drive to Evans St. renamed Martin Luther King Jr. Drive (Approved 1998; Dedicated Jan. 1999)
6. Rename all of Fifth St. (April 2001)*
7. Extend the MLK renaming on West Fifth St. from Memorial Drive to Hwy 43 Interchange (Defeated August 2001)*
8. Entire Outer Loop – US 264 (2002) (DOT ruled that honorary naming pre-empted by prior MLK honorary designation in Scotland County- US 401- See clarifying note on this ruling on p. 6-7)
9. Extend MLK renaming on West Fifth St. from Memorial Drive to Hwy 43 Interchange (Request renewed to City Manager in Dec. 2004)
10. Letter of Intent to Request Renaming all of Fifth St. at some point in the future (May 2005)

The historical documents provided by the City Clerk's Office (Attachment 10/p.37) indicate that the formal renaming efforts started in April of 1989, when Pitt County and State

SCLC (Southern Christian Leadership Conference¹) leaders requested the renaming of either Memorial Drive or Greenville Blvd as Martin Luther King Jr. Blvd. A committee of the mayor, city staff and SCLC and community leaders was appointed to study the process of renaming Memorial Drive. Three months later, that request was postponed pending further study. After various council meetings and meetings of city officials and SCLC and other community leaders, on Sept. 18, 1990, a public hearing was held by the Planning and Zoning Commission to change West Fifth Street to Martin Luther King Jr. Drive from Evans St to the City Limits at Pitt Memorial Hospital Emergency Entrance. The Planning and Zoning Commission appointed a subcommittee to study the matter which rejected the renaming of only West Fifth St to Martin Luther King Drive. In November 1990, the petitioners requested that the MLK renaming be continued indefinitely.

At some point in 1991, Pitt County Concerned Citizens for Justice and SCLC requested that the North West Loop (264 Bypass) be renamed for Martin Luther King because of the opposition to the renaming of West Fifth St. According to a representative from the NC Dept. of Transportation (DOT), that renaming could not be considered until the highway was completed. In 1994, the SCLC renewed the request to name the new Northwest Loop (264 Bypass) for Dr. King and asked for consideration by the City Council at their Sept. 6, 1994 meeting. At that meeting in 1994 and again in November 1997, after hearing of the same request, the City Council did not discuss or take action on that matter.

In January 1998, the SCLC made a presentation to the City Council, and the City Council unanimously decided to rename Fifth St to Martin Luther King Drive from Memorial Drive to Evans St. The Chronology notes that the major objections to the renaming before the 1990 P&Z Commission Subcommittee were from property owners west of Memorial Drive and that those objections appeared to be waning with time. After a public hearing on April 6, 1998, the City Council formally renamed Fifth St. Martin Luther King Jr. Drive, from Evans St. to Memorial Drive. The Drive was dedicated on January 18, 1999. After five prior renaming efforts, the SCLC and other African American community leaders settled for the renaming of Fifth St. from Memorial Drive to Evans St. This result appeared to be attainable because the renamed area was predominantly African American., and the historical documents reference significant opposition to the renaming of all of 5th St. (See Historical Packet/Chronology from City Clerk – Attachment 10/p.77-85.)

On March 26, 2001, SCLC NC Chapter asked to be on the April 9, 2001 City Council agenda to request the renaming of the entire of Fifth Street to Martin Luther King Jr. Drive. In July 2001, that request was amended by SCLC to rename West Fifth Street from Memorial Drive to NC 43 Interchange to Martin Luther King Jr. Drive. On August 9, 2001, that motion before the City Council was defeated by a vote of 4 to 3 with Members Council, Autry and Glover in favor and Mayor Jenkins and Members Fridley, Morris and Forbes voting against. Council passed a motion that the renaming process go forward upon the receipt of a petition in favor of the renaming with signatures of 60% of the abutting property owners.

¹ The Southern Christian Leadership Conference was founded regionally in 1957 by Dr. King and others. Dr. King was its first president.

On November 4, 2002, the SCLC requested the City Council to request NC DOT to rename the US 264 Outer Loop around Greenville in honor of Dr. Martin Luther King Jr. The City Council passed that resolution on November 14, 2002 and sent a letter of request forward to NCDOT on December 16, 2002. On Jan 15, 2003, NCDOT responded by letter stating that a prior highway, US 401 in Scotland County, had been previously named in honor of Dr. King in 1994 and that state policy only allows one naming in honor of an individual. ***(Important Note: In meetings in April and May 2006, Dwayne Alligood, with NCDOT in Greenville, has clarified that with a resolution from the City Council and the County Commissioners and the support of Marvin Blount, DOT representative, the NC Board of Transportation can rename 264 NW Bypass and 264 SW Bypass, when it is completed, for Martin Luther King Jr. A formal/legal renaming of the highway or bypass would be different from an honorary naming, e.g. US 401 in Scotland County.)***

On December 2, 2004 after a meeting sponsored by the NAACP with community leaders, students and the City of Greenville to discuss issues of concern to the African American Community, City Manager Bowers agreed to pursue the request to extend the Martin Luther King Jr. naming west of Memorial Drive and to continue the meetings and community dialogue. On May 26, 2005, the Pitt County SCLC sent a letter to the city indicating their "intent" to at some time in the future request the city to rename all of Fifth Street as Martin Luther King Jr. Drive. and the city manager responded by providing the SCLC with the renaming procedure. (See Attachment 10/p.100-2, Historical Documents and Chronology from City Clerk and Attachment 15/p.121 – City Process for Street Name Change to Honor an Individual)

ECU Chancellor's Community Advisory Council (CCAC): Formed in 2003 to

1. Advise the University on actions that may impact the community
2. Work proactively with the University on community initiatives
3. Serve as a resource within the community to promote an improved quality of life for residents, especially minorities

Membership consists of 29 community leaders, ECU faculty and staff and minority students and is approved by the Chancellor. The members represent a cross-section of the minority communities of Greenville and Pitt County and meet monthly. For more information, visit www.ecu.edu/rds/ecuconnect/engagecenters/CCAC.htm or contact the Co-chairs: Don Ensley – ECU Asst. Vice Chancellor for Community Engagement – 252-737-1344; EnsleyD@ecu.edu or Rose Glover, Greenville City Council, 252-752-0838; RGlover50@cox.net. See full roster of members attached. (Attachment 1/p.20)

ECU Chancellor's Ad Hoc Committee on MLK Street Naming (Ad Hoc Committee):

Formed in January 2006, after the Community Unity Breakfast and in response to the protest by the SCLC and other community leaders because of the city's failure to rename all of Fifth Street for Martin Luther King Jr. ***The purpose of the Ad Hoc Committee was to create an open forum for discussion of the MLK naming issue in a safe and comfortable environment.***

The Ad Hoc Committee membership is approved by the CCAC and consists of 14 members, a mixture of CCAC representatives, ECU faculty and staff, and community leaders. The Ad Hoc Committee is also co-chaired by Don Ensley and Rose Glover. The other members are: City Manager Wayne Bowers; County Commissioner Melvin McLawhorn, also Pitt County

SCLC; St. Christopher Taylor, businessman; Howard Connor, Asst. Sec.- NAACP; Anthony Miller, Greenville Utilities; Bennie Rountree, NC President – SCLC; Rufus Huggins, Pitt County President-SCLC; Calvin Henderson, President – Pitt County NAACP; Don Ensley, ECU Vice-Chancellor; Maura Pizarro, ECU Regional Development; Austin W. Bunch, ECU Chief of Staff; Dr. Rebecca Torres, ECU Faculty; Michelle Lieberman, Student Neighborhood Relations Facilitator and Dr. Charles Ewen, ECU faculty and resident of Fifth St.

The Ad Hoc Committee engaged the staff expertise of the ECU Office of Equal Opportunity and Equity directed by Taffye Benson Clayton to implement the community forums, assist with the process for committee consideration of the renaming issue and to secure professional facilitation. *As a result, the committee sponsored three community forums on February 27, March 27 and May 15, 2006, and based on CCAC and Ad Hoc Committee consideration of all the input, issues this report of its work to the City Council.*

On April 20, 2006, the Ad Hoc Committee adopted a process for making this MLK Street Naming Report to the City Council. That process involved holding a final third community forum on May 15, 2006 for the purpose of identifying a preferred list of naming options to be reviewed by the CCAC and the Ad Hoc committee for referral to the City Council. See Attachments 2 & 3/p. 21-25--full roster of Ad Hoc Committee members attached and a diagram of the CCAC process for this report.

Community Forums

Three Community Forums: The Chancellor's Ad Hoc Committee on MLK Street Naming held three Community Forums for the purposes indicated below: (See Attachments 4-9/p. 26-36 - agendas and attendance rosters.)

1. Monday, February 27, 2006
Willis Center
East Carolina University
Greenville, NC
Estimated Attendance: 65

Forum Goals:

- Provide information from Dr. Derek H. Alderman, ECU/national expert on MLK street naming, on the history of MLK naming and an analysis of strategies used by communities in resolving MLK street naming issues (See Attachment 11/p.106- Dr. Alderman's Chart of Analysis of Strategies)
- Provide a forum for the community to express their thoughts, feelings and concerns related to the naming of the Martin Luther King, Jr. Drive
- Gather possible next steps from the community to identify proposed options/solutions with pros and cons in order to engage in collaborative problem-solving.

2. Monday, March 27, 2006
Eppes Center

Greenville, NC

Estimated Attendance: 75

Forum Goals:

- Provide forum for the community to express thoughts, feelings and concerns related to the naming of the Martin Luther King, Jr. Drive
- Engage 3/27 attendees as well as returning participants in the community dialogue process
- Identify options with pros and cons for a Report to be submitted to the Chancellor's Community Advisory Council, the Ad Hoc Committee on MLK Street Naming and the Mayor/Council of the City of Greenville.

3. Monday, May 15, 2006

Brody Auditorium

East Carolina University

Greenville, NC

Estimated Attendance: 25

Forum Goals:

- Understand Role of CCAC and Forums
- Understand Street Naming Process
- Review Pros and Cons of All Options
- Clarify preferences of participants for Report from CCAC to City Council

4. VISIONS Process Guidelines used for All Forums and Meetings --

In order to capitalize on our unique cultural perspectives and expertise and to create as much safety as possible while expressing our deeply held differences, we seek to apply the following guidelines to our interactions:

Try on each other's ideas, feelings and ways of doing things for the purpose of greater understanding and exploring all possible approaches. Keep what you like and let go of the rest at the end of the work session.

It's Ok to disagree. One of the necessary ingredients for differences to be expressed and valued is that people let go of the need to be, think or act the same.

It's not Ok to blame, shame or attack ourselves or others because of our differences.

Practice self-focus. Begin by talking about your own experience. It is helpful to make "I" statements when speaking about yourself and your experience, rather than saying "you", "we" or "one". When you intend to refer to others, be specific

about who those others are -- by name or group. When you really speaking about your own experience or opinion, use "I have found....." or "I think ...".

Notice both the process and content during work sessions. Content is what we say, while process is how and why we say or do something and how the group members react. Notice who's active and who's not, who's comfortable and who's not, who's interested and who's not, including yourself, ask about it, and share your own thoughts and feelings as well.

Practice "both/and" thinking. Look for ways to fit ideas together and not set up an "either/or" process or a competition between ideas. Look for the existence of many truths from the perspective of the many cultural backgrounds involved.

Be aware of both intent and impact of your actions. The impact of our behavior and decisions on others will determine the success of inclusive work sessions. A major inclusion strategy is to learn and hear when our behaviors and decisions are having a negative impact even when we don't intend them to and to be willing to change that negative impact if it results in persons or groups being treated as "less than", excluded or feeling blamed, shamed or attacked. This guideline will require us to take risks with new ways of thinking and feeling, to share our reactions to others and to exchange honest feedback about the impact of our words and actions on each other. We can be both well-intentioned AND still say hurtful things. It is helpful to be open to how to behave differently with people who are different from us and who prefer and need different behaviors from us to feel fully valued and included in their relationships with us.

Confidentiality with regard to personal sharing is important. You can share the public work of the group, your own stories and perspectives and your own learning and areas for growth. Allow others to tell their own personal stories, opinions and learnings.

Forum Outcomes

- I. **The February 27th Forum** generated a list of the feelings and thoughts of the various citizens attending the forums as expressed in 4 small groups. **See Attachment 12/p.109 for a full transcription of the small group flipcharts.** A sampling of some of the comments include:

1. Everyone is either for or against renaming
2. Extend naming for whole 5th St.
3. Whole current street or new one
4. Not just a street name but a race problem
5. Remember where Greenville started
6. Bought house on 5th St and don't want my address changed
7. Will ECU continue to invest if whole street name is changed?
8. Rename beltway; Expressway denotes prominence
9. Other communities involved in renaming – their thinking changed
10. Have a referendum or open forum

11. Forced change/no input/if oppose, considered racist
12. Honor original request of Memorial Drive/ " Martin Luther King Jr. Memorial Drive"
13. History of racism – radical Blacks and Whites --5th St. pool closed due to a Black using it
14. MLK renaming can reconcile past history of injustice as a bridge between communities
15. New residents confused by renaming issue
16. Concerns about 10th St. Connector
17. 5th St. represents city/county government, university, hospital – important institutions to honor MLK
18. Why didn't they ask us?
19. Ask the residents and community; street belongs to whole community beyond owners on that street

II. **At the March 27th Forum**, the 4 small groups generated pros and cons regarding their top choices for renaming options:

1. All of 5th St. (4 groups)(Rename Martin Luther King, Jr. Drive with Historic 5th St. signage, e.g. Chapel Hill-- Airport Road renaming model)
2. All of 10th St. (2 groups)
3. All of Greenville Blvd. (2 groups)
4. All of Farmville Blvd.
5. 264 Bypass/ Loop or Parkway (2 groups)
6. Memorial Drive
7. Hooker Road (2 groups)
8. Name a facility/location (e.g. Town Hall or Commons)
9. Arlington Blvd.

See Attachment 13/p.113 for full transcription of March 27, 2006 flip charts on pros and cons from the small groups.

III. **The Ad Hoc Committee at its April 20, 2006 meeting** identified and synthesized the following criteria citizens seemed to be considering for the MLK street naming from the forum discussions:

- 1- Visible thoroughfare
- 2- Minimal impact on address changes
- 3- Whole Street
- 4- Diverse area
- 5- Not prior naming for individual
- 6- Expedient & practical in terms of timing and managing stakeholder issues
- 7- Aesthetics suitable for the naming recognition * (added after May 15, 2006 Forum)

- IV. **As a result of the February and March Community Forums and the deliberations of the Ad Hoc Committee on April 20, 2006**, the following MLK Street Naming Options were identified and discussed by the committee for further consideration: (See Map – Attachment 14/p.120)

1. All of 5th St.
2. 14th St.
3. 10th Street
4. Greenville Boulevard
5. 264 Bypass (includes portion outside city limits and in Pitt County)
6. Proposed Greenville SW Bypass (includes portion outside city limits and in Pitt County)
7. Memorial Drive
8. Dickinson Avenue
9. N. Greene Street
10. Hooker Road
11. Arlington Boulevard
12. Farmville Boulevard

- V. **Procedures for Street Re-naming for an Individual: At the April 20, 2006 Meeting of the Ad Hoc Committee and at the May 15, 2006 Forum**, City Manager Wayne Bowers, Public Works Director Tom Tysinger and NCDOT PE Division Operations Engineer, Dwayne Alligood, reviewed the procedures for street renaming for city-owned streets, state-owned streets and combined city/state owned streets and indicated which of the street renaming options under consideration fit in each category.

City-owned Streets: The City Council has complete authority to rename these streets based on recommendation of the City Council, any city department, the Planning and Zoning Commission or a petition of 60% of property owners on the street. Public notice would have to be given generally and to property owners on the street and at least two public hearings would be held – one before the Planning and Zoning Commission and another before the City Council. **See Attachment 15/p.121- City of Greenville Process for Street Name Change to Honor an Individual.**

Hooker Road
Arlington Boulevard
Farmville Boulevard

Combined City-owned and State-owned Streets: The City Council has complete authority over the renaming of the city-owned portions of the street. For the state-owned portions, the City Council would need to adopt a resolution requesting the State Board of Transportation to rename the state-owned portion of the street. (See Attachment 16/p.122 – NC DOT Road Naming Procedures; also see "Note" regarding bypass renaming on page 8 of this report)

All of 5th Street (From B's Barbeque Road to 10th St.)
14th Street

State-owned Streets/Roads: The renaming of state-owned roads, outside the city limits, would require a resolution of the county commissioners and NC Board of Transportation.

10th Street
Greenville Boulevard
264 Bypass (includes portion outside city limits and in Pitt County)
Proposed Greenville SW Bypass (includes portion outside city limits and in Pitt County)
Memorial Drive
Dickinson Avenue
N. Greene Street

- VI. **At the third and final forum on May 15, 2006, three options emerged as the preferences** of that focus group of citizens present: (See Attachment 17/p.124- Letters from the MLK Blvd. Memorial Committee/Fifth St. MLK Completion Committee and an email from Chris Mansfield were submitted in regards to the May 15th Forum supporting renaming all of 5th St and renaming of the 10th St. corridor.)
- a. Renaming all of Fifth St. as Martin Luther King Jr. Drive with signage also denoting "Formerly Historic 5th St.";
 - b. Renaming 10th St. from Stantonsburg Road to the eastern city limits including the new proposed connector; and
 - c. Renaming 264 Bypass and the Proposed SW Bypass.
- VII. At it's regular meeting on May 18, 2006, the CCAC received a preliminary report from its Ad Hoc Committee on MLK Street Naming on the outcome of the community forum process. The CCAC expressed a strong preference for the option of renaming all of Fifth St. as Martin Luther King Jr. Drive and with asking the University to poll the residents and owners of West and East Fifth St. as to their opinions and feelings about the renaming to assist in developing the best collaborative community process for the renaming issue.
- VIII. The MLK Ad Hoc Committee at its meeting on May 22, 2006 decided to forward to the City Council for further consideration the three options that emerged as the top preferences from the May 15, 2006 forum:
- 1. Name all of 5th St. – Martin Luther King Jr. Drive with signage denoting "Formerly Historic Fifth St.". (9 votes at 5/15 forum and most discussed option by all forum groups)

Pros: Correcting the original inequity of the partial naming; major historic street;

Diverse area, including the university; major thoroughfare; part already named; could consider a dual naming – Martin Luther King Jr. Drive/Historic 5th St or Chapel Hill model – official name is Martin Luther King Jr. Drive with historic designation of "Historic 5th St" on separate signs underneath the regular street signs; university and agency presence on street may increase likely support; Chancellor's residence.

Cons: Some residents on 5th Street oppose having their address be Martin Luther King Jr. Drive; historic connection to 5th St.; neighborhood revitalization is needed in some areas for proper aesthetics for honorary naming; not as visible currently as historically; will require DOT approval for state-owned portion; may be symbol of historic racial divide that stimulates strong passionate feelings for and against; some opposition is historic and a known quantity; interrupts numbered street scheme and may be confusing to newcomers and visitors; costs of additional Historic 5th St. signage

Brief Demographic Information on the "All 5th St. Option": Please note this information is not yet available for Options 2 & 3 below.

| <i>West Fifth Street</i> | <i>Martin Luther King Jr. Drive</i> | <i>East Fifth St.</i> |
|---|-------------------------------------|--|
| 1.71 miles | 1.14 miles | 2.09 miles |
| 45 owners | | 103 owners |
| 72 parcels on the road front | | 134 parcels on road front |
| 77 different land uses | | 145 land uses |
| 8 owner occupied dwellings | | 53 owner occupied dwellings; 25 residential rental parcels |
| Medical, Small Business, Governmental and University uses on the major road frontage Significant vacant property | | Significant university road frontage Sprinkling of small business and institutional uses; almost no vacant properties |

2. 10th St (From 264/Stantonsburg Road to eastern city limits including the proposed connector) (8 votes at 5/15 forum and discussed by 2 groups on 3/27 forum)

Pros: More business; major entrance to city; two major employers – hospital and university; newer street – not as much vested interest; visibility

Cons: 5th St advocates will see the 10th St. option as a decoy or accommodation to those who oppose renaming all of 5th St; connector incomplete; more red tape; current MLK Drive will have to change name;

timeframe on connector is unclear; condemnation of homes/property may be involved for connector leading to possibility of unknown level of controversy.

3. 264 Bypass/Proposed Greenville SW Bypass (2 votes at 5/15 forum and discussed by 2 groups at 3/27 forum)

Pros: most traveled road – state, regional and local traffic; goes around the city; no address changes; momentum for this option; less opposition from owners; could have two MLK namings.

Cons: Need State and County approval; completion time (as long as 2011) and path unknown for proposed part of bypass; current MLK Drive may have to change name---however, highway naming may not be a conflict?; may get some business opposition based on perception of negative economic development impact of MLK naming.

IX. Positive Impact of the Community Forums and MLK Ad Hoc Committee Process

- Opportunity to have exchanges and dialogue concerning street naming, racism and conditions in Greenville for the first time
- History and Efforts for MLK Street Naming from other communities highlighted by Dr. Alderman, a resident expert
- City of Greenville Process for Street Name Change to Honor an Individual available
- DOT's requirements available
- Using Guidelines for effective multicultural exchanges
- Community input
- Breadth and depth of information provided
- Civil discourse on a charged issue
- Newspaper Coverage (See Attachment 18/p.129- News Articles on Community Forums)
- Cross-racial education and dialogue
- Insight for City Council on feelings and pros and cons
- Professional facilitation
- The university's facilitative role, initiative and in-time response
- Proud of the dialogue and openness of the committee
- Everybody supports renaming a whole street for MLK – just where?

X. Individual Expressions of Issues and Concerns that Surfaced in the Forums

- Racism in Greenville
- Concerns that some Whites assume or feel that MLK, Jr. Streets should be in Black Communities
- Concerns that MLK, Jr. street naming has been relegated to low economic and deteriorating sections and, therefore, will cause White flight and disinvestment in the area where the naming occurs

- MLK, Jr. Street naming in Greenville (as is) was what the African American Community wanted
- Historic streets' names should not change e.g. 5th Street
- Suspicion or belief that the University (ECU) is not as neutral as it claims and has the "inside" on getting the outcome the University wants
- Racial learning, reconciliation and healing needs to happen in Greenville especially as it relates to African American history and the contributions of Martin Luther King Jr. and his philosophy and beliefs to all races

Postal Service – Address Change Process for Street Renaming

Post Mistress Becky Vester (ph: 252-752 -2153, 2nd Street, Main Post Office, Greenville, NC) gave the following information:

The City notifies the citizens and the Postal Service of the street re-naming. The citizen automatically receives mail addressed to the former street name at the re-named street address for one year. The Postal Service computer system runs a dual address system for 12 months. After the one year period, the Postal Service will "return to sender" mail sent to the citizen's original street address marked, "Moved. Left no forwarding address". It is expected that the citizen will advise their creditors, business contacts, friends and family of their new address. This is usually done in a timely manner—within one to two months.

It will be important that citizens let friends, families, business contacts, others know of the change of address to avoid the "Moved. Left no forwarding address" situation which can occur beyond the periods noted.

Regarding the Fifth St. option, some address numbers would have to change because of some of the same address numbering on West Fifth St. and East Fifth St.

Please see attached info from the Town of Chapel Hill Website regarding their MLK street re-naming process and frequently-asked questions and answers. Some proponents of the 5th St. renaming have incorrectly asserted that Chapel Hill used a dual renaming by putting "Historic Airport Road" signs up under the new MLK Blvd Street signs. *That dual signage does not allow citizens to use both addresses for postal purposes beyond the change of address period noted above.* (See Attachment 19/p.138 – Town of Chapel Hill Website: Airport Road will be renamed). The Town of Chapel Hill staff did arrange for automatic address changes by the postal service, 911 Emergency response, phone company, utilities, cable company, county tax office, board of elections, and town data bases. The Town staff provided info on address change procedures with DMV, IRS, Social Security and NC Dept. of Revenue.

Next Steps

The Ad Hoc Committee on MLK Street Naming provides this report of its work to Council Member Rose Glover, Ad Hoc Committee Co-chair, and City Manager Wayne Bowers, Ad Hoc Committee member, for submission to the Greenville City Council for possible consideration.

VISIONS' Options for Consideration:

1. That the City Council communicate a clear process and timetable for decision-making and community input on this MLK street renaming issue.
2. Because of the historic interest in the renaming of all of Fifth St. and the significant support for that option in the community, consider a door to door poll supplemented with a telephone poll where necessary to assess the attitudes, feelings and opinions and demographics of the West and East Fifth St. owners and residents and a sampling of other key community stakeholder groups about a possible renaming.
3. Continue to organize small dialogue groups (maximum 20 persons) throughout the community with key stakeholders related to all the key options on the renaming issue using Dr. Alderman as an expert resource and VISIONS or other professional facilitation. The purpose of these groups would be: (1) community education on the history of the renaming issue and on the strategies used by other communities to resolve the renaming issue; (2) increased understanding and awareness of attitudes, beliefs and opinions about the renaming issue and their impact on the community and pros/cons of renaming options; (3) education on the renaming process and (4) opportunities for change, growth and understanding from established positions and interests in as safe an environment as possible balanced with the opportunity for, and reality of the impact of, authentic dialogue.
4. An annual "Changing Racism and Other "ISMS"" Training Session for two to four days for key community stakeholders might be a worthwhile investment to create a baseline foundation for racial reconciliation and healing and a positive community multicultural climate. This would build on other diversity and multiculturalism training efforts by the Chancellor's Diversity Council, the ECU Office of Equal Opportunity and Equity and community action groups.
5. Look for opportunities for student and faculty involvement in this community collaborative problem-solving effort from elementary school to graduate school.

Attachments/Page Numbers

| | |
|--|----|
| 1. Chancellor's Community Advisory Council Roster..... | 20 |
| 2. MLK Ad Hoc Committee Roster..... | 21 |
| 3. CCAC Process on MLK Street Naming..... | 24 |
| 4. Agenda – February 27, 2006 Forum – Willis Building..... | 26 |
| 5. Agenda – March 27, 2006 Forum – Eppes Community Center..... | 27 |
| 6. Agenda – May 15, 2006 Forum – Brody Auditorium..... | 28 |
| 7. Sign-in Sheets – Feb. 27 Forum..... | 29 |
| 8. Sign-in Sheets – Mar. 27 Forum..... | 33 |
| 9. Sign-in Sheet – May 15 Forum..... | 36 |
| 10. Historical Document Packet and Chronology..... | 37 |

| | |
|---|-----|
| 11. Dr. Alderman's Chart on Analysis of Strategies Used by Communities in Resolving MLK St-naming Issues..... | 106 |
| 12. February 27, 2006 Forum – Flip Chart Notes – Thoughts/Feelings of Participants on MLK Naming Issue..... | 109 |
| 13. March 27, 2006 Forum – Flip Chart Notes – Pros and Cons on various renaming options..... | 113 |
| 14. City Map of Street Renaming Options Determined by MLK AdHoc Committee from forums..... | 120 |
| 15. City of Greenville Process for Street Name Change to Honor an Individual..... | 121 |
| 16. NC Dept. of Transportation Road Naming Procedures..... | 122 |
| 17. Letters to Ad Hoc Committee from MLK Blvd. Memorial Committee, Fifth St. MLK Completion Committee and email to the Ad Hoc Committee from Chris Mansfield for consideration at, and in regards to, the May 15, 2006 Forum..... | 124 |
| 18. News Articles..... | 129 |
| 19. Chapel Hill Website: Airport Road will be renamed Martin Luther King Jr. Blvd - The Renaming; Frequently Asked Questions; Address Change Checklist, The Celebration..... | 138 |
| 20. Information on VISIONS Inc. and Consultants..... | 146 |